GOVERNMENT OF INDIA
FINANCE
LOK SABHA

UNSTARRED QUESTION NO:2200
ANSWERED ON:14.03.2008
GHANGE IN LOGO OF PUBLIC SECTOR BANKS
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Will the Minister of FINANCE be pleased to state:

(a) whether certain Public Sector Banks have recently changed their 'Logo';

(b) if so, the details thereof and reasons therefor; and

(c) the expenditure incurred on it by each of such Banks?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF FINANCE (SHRI PAWAN KUMAR BANSAL)

(a) : Canara bank has recently launched a new brand identity which includes change of its logo.

(b) : After a thorough and systematic exercise and examining a matrix of factors, Canara Bank has decided to refresh its brand identity, which could be a critical contributor to their future growth and diversification.The new brand image/identity is aimed at making the Bank more customer-focused, market-driven and employee-friendly. The aim was to go from a "traditional brand experience to a contemporary and memorable brand experience". The new brand identify for Canara Bank is based on the idea of a bond and is a representation of the close ties between the Bank and its stakeholders− from customers and employees to investors, institutions and society at large.

(c) : Canara Bank has incurred expenditure of Rs. 1.87 crore which includes consultation fee paid to the brand consultants and launch expenses.